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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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1955

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, MAY 14, 1954		
Friday May 14 11:00 A.M.	CHARLES JAMES PRESS PREVIEW	DRESSMAKER CASUALS WITH CHARLES JAMES	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Dressmaker Casuals with Charles James--press presentation of coats, suits, costumes. (Note Date Change).By invitation. Publ: Ruth Hammer, EL. 5-7872.		
	WEEK BEGINNING MONDAY, MAY 17, 1954		
Monday May 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	HENRY GREENHUT (745 MADISON AVE.)	CARLTON HOUSE CARLTON ROOM
	Showing of fur fashions for Summer. Jewels by Harry Winston. Contact: Headwaiter, TE. 8-3000. Carlton House Publ: Rasponi Assoc., TE. 8-8171.		
Monday May 17 6:00 P.M.	SHOWING OF SUMMER BRIDAL GOWNS	SAKS 34TH STREET	4TH FLOOR
	Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.		
Monday May 17 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
	"Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. By appointment. Publicity: Ken R. Williams, JU. 6-8217.		
Beginning Monday May 17	FALL COLLECTION IN LOS ANGELES	BARTIN OF CALIFORNIA	530 EAST 8TH STREET LOS ANGELES, CALIF.
	Fall collection of separates and coordinates, including a new line of "After-Five" separates. Contact: Trinity 0408 in Los Angeles.		
Beginning Monday May 17	OPENING OF FALL COLLECTION	BEECROFT LTD.	1410 BROADWAY SHOWROOM - 19TH FLOOR
	Fall separates, suits, coats. Contact: Ellen Lockwood, WI. 7-6122.		
Beginning Monday May 17	FALL COLLECTION: COUTURE CHILDREN'S DRESSES	CELESTE, INC.	1350 BROADWAY SHOWROOM - 3RD FLOOR
	The Celeste Fall collection of couture children's dresses, sizes 1 to 12, shown daily by appointment. Publ: Rose Hilton, 475 Fifth Ave.,MU.5-5133.		
Monday May 17- May 22	TRAVEL TIME IS COTTON TIME	ABRAHAM & STRAUS	THROUGHOUT THE STORE
	Preview of cotton fashions for Summer travel. Personal appearance of Rube Goldberg and Sam Boal, co-authors of "Rube Goldberg's Guide to Europe," Tues., May 18--1:30 to 4:00 P.M. Publ: Frances Bemis, TR. 5-7200.		
Beginning Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	The Adele Simpson Fall collection will be presented at 10:00 A.M. daily. By appointment. Contact: Beatrice Cannon, LA. 4-7626.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 18 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR

Press showing of the Christian Dior-New York 1954 Fall and Winter collection at 10:30 A.M. Trade showing at 2:30 P.M. Admission by invitation only.

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

TUESDAY, MAY 18		
Parnis-Livingston, Inc.	12:00 Noon	530 7th, BR. 9-5012
WEDNESDAY, MAY 19		
Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA. 4-7540.
THURSDAY, MAY 20		
David Levine Co.	~~10:30 A.M. and~~ 2:30 P.M.	530 7th, LA. 4-0237
Grabois	1:15 P.M. and 4:00 P.M.	498 7th, CH. 4-2767
MONDAY, MAY 24		
Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
TUESDAY, MAY 25		
A. Goodman & Co., Inc.	10:30 A.M. and 1:30 P.M.	530 7th, WI. 7-4077
International Dress Co.	2:00 P.M.	1400 Bway, LA. 4-7100
Ben Barrack, Inc.	Continuous Daily	533 7th, LO. 4-3923
WEDNESDAY, MAY 26		
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
Rudolf Gowns	~~1:15 P.M.~~ 9 A.M.	530 7th, WI. 7-6865
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th, CH. 4-1872
THURSDAY, MAY 27		
Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
FRIDAY, MAY 28		
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
TUESDAY, JUNE 1		
Horwitz ~~& Duberman, Inc.~~	~~10:30; Thereafter~~ 10:30 & 3:00 P.M.	498 7th, LO. 4-1860
Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
WEDNESDAY, JUNE 2		
Martin Simon, Inc.	Continuous Daily	498 7th, LA. 4-2877
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH. 4-1542
Harvey Berin, Ltd.	1:00 P.M. and 4:00 P.M.	530 7th, PE. 6-0206
Suzanne-Augustine, Inc.	2:30 P.M.	1 W.47th, PL. 7-3465
THURSDAY, JUNE 3		
Nat Kaplan, Inc.	1:15; Thereafter 10:30; 1:15; 4:00	498 7th, LO. 5-4115
TUESDAY, JUNE 8		
~~J L F Original, Inc.~~	10:30 A.M. (Note Change of Date)	1372 Bway, WI. 7-3200

Contact: Leonard W. Gendler, Exec. Sec., 1440 Bway, CH. 4-6945.

Tuesday May 18 12:00 Noon Luncheon	PRESS LUNCHEON TO PREVIEW NEW PRODUCT	THE TONI COMPANY (456 MERCHANDISE MART)	HOTEL AMBASSADOR TRIANON ROOM

R.N.W. Harris, President of The Toni Co. will greet the press at cocktails and luncheon. By invitation. Contact: Eileene Oberling, Toni Co., Chicago.

Tuesday May 18 12:15 P.M. Luncheon	PREVIEW OF FALL COLLECTION	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FL.

Fall separates, blouses and skirts at a preview for press and resident buyers. By invitation. Publicity: Terry Mayer at Haymaker, BR. 9-6560.

Tuesday May 18 3:30 P.M.; 9:00 P.M.	FASHION SHOWING BY STUDENTS	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM

Fashion collection designed and executed by Fashion Design students. (Prices: $1.00-$2.00). Contact: Barbara Quay, PL. 8-2943.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	HOTEL GOTHAM BALLROOM
	Press showing by invitation. Daily 1:00 P.M. trade shows beginning Wed., May 26 at 530 7th Ave. Publ.: Gladys Steiner at Lester Harrison, MU.9-1630.		
Tuesday May 18	SPECIAL TOUR TO SOUTH CAROLINA MILLS	GALEY & LORD	CRAMERTON, SOUTH CAROLINA
	Galey & Lord will invite fabric editors on a special tour of their Cramerton mills. Train leaves Monday evening. Publ.: Rosemary Sheehan, CI.7-8060.		
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Monday * May 17- * June 30 * 8:30 A.M.*	DISPLAY & SHOWINGS: MILLIKEN FALL FABRICS	DEERING, MILLIKEN & CO. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	Breakfast showings, 8:30 A.M. - 10:30 A.M., from May 17 to June 30. By invitation only. Publicity: Helen Boyd at Deering, Milliken, LO. 3-5200.		
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Wednesday May 19 12:15 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION	HAYETTE FASHIONS BY HAYMAKER	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Young Fall fashions, regular and junior sizes, at preview for press and resident buyers. By invitation. Publ.: Terry Mayer, BR. 9-6560.		
Wednesday May 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Fall fashions, designed by Zelma Golden. By invitation. Trade, beginning May 20, at 1:15 & 4:00 P.M. Publicity: Gladys Steiner, MU. 9-1630.		
Wednesday May 19 8:30 P.M.	STUDENTS ANNUAL FASHION SHOW	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET AUDITORIUM
	The students of the Fashion Institute of Technology will present their annual fashion show. By invitation. Contact: Shirley Goodman, OR. 5-8130.		
Thursday May 20 9:00 A.M.; 3:30 P.M.	PREVIEW OF FALL FASHIONS	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
	Fashions from "Charm" August-September "Best Dressed Woman In The World" issues. By appointment. Contact: Mrs. Marion Harris, PL. 9-2080.		
Thursday May 20 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COAT COLLECTION	LEDERMAN BROTHERS (230 WEST 38TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
	Including Einiger-loomed pure cashmeres, camel hair, fleeces. By invitation. Publ.: Joel Ettinger, Ettinger Adv., 38 E. 57th St., PL. 1-0750.		
Thursday May 20 12:00 Noon Luncheon	PREVIEW OF FALL SEPARATES & DRESSES	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
	Fall collection designed by Melba Hobson. By invitation. Daily luncheons beginning June 1 at 12:00 Noon. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday May 20 12:15 P.M. Luncheon	PREVIEW OF FALL SUB-TEEN FASHIONS	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER GRAND BALLROOM
	"American Girl Square Dance Fashions" in Crown Perma-Pleats Fabrics. These fashions will appear in the "American Girl" October issue. By invitation. Publicity: Mary Ellison, MU. 2-2505.		
Thursday May 20 3:00 P.M.	PREVIEW OF FALL COLLECTION	F. H. SAFIAN & CO.	1375 BROADWAY SHOWROOM - 9TH FLOOR
	Felix Safian presents his Fall collection of junior dresses for press and trade. By invitation. Contact: Billy Billig, WI. 7-8448.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 20 3:30 P.M. Tea	PREVIEW OF FALL SEPARATES COLLECTION	ARLE, INC. (491 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	Fall separates designed by Mary Blair. By invitation. Continuous showings thereafter at showroom. Publ.: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Thursday May 20- May 21 3:30 P.M.	PREVIEW: FASHIONS FOR "BACK-TO-SCHOOL"	BEACON HILL CO.	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
	"Campus Hangout"--cocktail showing of back-to-school fashions designed by Stanley Wyllins. By invitation. Contact: Irving Garber, CH. 4-5722.		
Thursday May 20 4:00 P.M. Cocktails	CHINCHILLA FURS BY LEADING DESIGNERS	EMPRESS CHINCHILLA	SHERRY NETHERLAND CRYSTAL PAVILION ROOM
	Christening of Empress Chinchilla at the first showing of a specially created group of chinchilla furs by: Maximilian, Fredrica, Ritter Bros., Bergdorf Goodman, Neiman Marcus, Revillon Freres, I. Magnin. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Thursday May 20 4:30 P.M.	PREVIEW OF FALL SUIT COLLECTION	DAVID CRYSTAL & LADY NORTHCOOL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Attendance by invitation. (Note Change of Date). Continuous showings daily thereafter. Publicity: Terry Mayer, at David Crystal, BR. 9-6560.		
Friday May 21 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Subject: "The Great American Change in Living-Housing-Dressing". Speaker: Donna Newell Meyers, Vice Pres., Webell, Seklemian & North. Commentator: Ray Reed, Exec. Vice Pres., W. & J. Sloane. Co-Chairmen--Home Furnishings: Margaret Hockaway and Fay Hines; Ready-to-Wear: Alice Burrows and Adelia B. Ellis. Price: $5.25, members; $5.50, guests. Contact: Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Sunday May 23- May 29	ANNUAL NATIONAL SUNGLASS WEEK	L. J. HOUZE CONVEX GLASS COMPANY	THROUGHOUT THE COUNTRY
	Publicity: Gar Schmitt, Tyndall Associates, 50 E. 42nd St., MU. 2-3558.		
Beginning Monday May 24 12:00 Noon	OPENING: FALL JUNIOR DRESSES, SEPARATES	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Back-to-school and Fall fashions. Showings at 12:30 P.M. daily, following box luncheon. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.		
Monday May 24 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Complete collection flown from Mme. Garnett's workrooms in Rome. For press and buyers, by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.		
Monday May 24- June 11	OPENING OF FALL COUTURIER COLLECTION	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1506
	Daytime and after-five suits, costumes, cocktail and evening dresses. By appointment. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354.		
Tuesday May 25 10:30 A.M.	PRESS PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
	"Fall--In Love" coat and suit preview. By invitation. Trade showings beginning Tues., June 1 at 10:00 A.M. Contact: Sally McKay at Seymour Fox, LO. 4-3246.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 25 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Fall collection of separates and dresses designed by Dorothy Cox to the press. By invitation. For resident buyers, Wed., May 26 at 10:30 A.M. Trade showings beginning Tues., June 1 at 10:30 A.M. and continuous thereafter. Contact: PE. 6-7462.		
Tuesday May 25 11:00 A.M.	PRESS AND TRADE PREVIEW: FALL DRESS COLLECTION	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Advance Fall collection by invitation. Trade showings beginning Wed., May 26 at 10:30 A.M. & 2:30 P.M. Publ.: Viola Shefer, PL. 3-3173.		
Beginning Tuesday May 25 11:30 A.M.	OPENING OF FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mignon will present their Fall collection of afternoon and cocktail dresses at 11:30 A.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.		
Tuesday May 25 12:00 Noon Luncheon	PRESS PREVIEW: FALL SPORTSWEAR FASHIONS	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.		
Beginning Tuesday May 25 1:00 P.M.	OPENING OF FALL COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Fall collection designed by John Moore for Talmack at 1:00 P.M. daily. Contact: BR. 9-1195.		
Tuesday May 25 1:15 P.M.	PREVIEW OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showing of Fall collection at 1:15 P.M. daily. Publicity: Lois Weber, at Rogers & Cowan, 624 Madison Ave., PL. 3-0164.		
Tuesday May 25 2:00 P.M.	PREVIEW OF FALL COLLECTION	PIERRE BALMAIN	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Daily showings at 2:00 P.M. Contact: CH. 4-2659.		
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.		
Tuesday May 25 3:00 P.M. Cocktails	PREVIEW OF FALL SKIRTS AND SEPARATES COLLECTION	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 11TH FLOOR
	Preview of Fall collection, designed by Jean Mersel. By invitation. Continuous showings daily thereafter. Contact: Emily Ryan, BR. 9-8122.		
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation. Trade showings, beginning Tues., June 1, at 12:00 Noon. (luncheon). Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Tuesday May 25 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COATS AND SUITS	HOUSE OF SWANSDOWN	500 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation. Trade showings daily thereafter at 10:30 A.M. Publicity: Lois Weber, at Rogers & Cowan, 624 Madison Ave., PL. 3-0164.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 25 4:00 P.M. Cocktails	"FROM THE LOOMS OF NEW ENGLAND"	NATIONAL ASS'N OF COTTON MFRS.	WALDORF-ASTORIA EMPIRE ROOM
	For their 100th Anniversary celebration, the NACM presents a special collection of dresses and gowns made by the world's top designers from fabrics woven entirely by New England mills, including: Hathaway, Berkshire, Wamsutta, Exeter, Newmarket, Merrimack, Skinner, Cheney, Millville, Chicopee, Goodall Sanford, Ponemah. By reservation. Publ: Mildred L.Albert, Promotions, Inc., 175 Tremont St., Boston 11, Mass., Liberty 2-6358.		
Tuesday May 25 4:30 P.M.-6:00 P.M. Cocktails	"QUIET, PLEASE!" CARPET DEMONSTRATION	CARPET INSTITUTE, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA JANSEN SUITE
	Soft floor-coverings for today's homes will be demonstrated. By invitation. Contact: Robert Goodwin at Carpet Institute, BR. 9-1033. Publicity: Kathryn Beebe at Selvage, Lee & Chase, 500 Fifth Ave., OX. 5-6200.		
Wednesday May 26 9:00 A.M. Breakfast	PRESS PREVIEW: FALL DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview showing of the Abe Schrader and Schrader Petites Fall collection. By invitation. Trade showings, Tues., June 1 at 11:30 A.M. and 3:30 P.M. daily. Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.		
Wednesday May 26 9:00 A.M. Breakfast	PREVIEW OF FALL BLOUSES	MAC SHORE BLOUSES (1410 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Mac Shore (by Kessler & Berg) will preview their Fall blouses to press and buyers. Showing at 9:30 A.M. Commentator: Bess Myerson. Publicity: Jonni Walker, 26 East 68th St., RE. 7-5779 or OR. 9-2345.		
Beginning Wednesday May 26 10:30 A.M.	SHOWING OF THREE FALL COLLECTIONS	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
	Martini Designed, Diminutives and Leisure Designed Fall fashions by Sylvan Rich, daily at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday May 26 10:30 A.M.	PREVIEW OF FALL COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow will present his Fall collection of coats and suits to buyers and press. Daily showings for 2 weeks thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.		
Wednesday May 26 1:00 P.M.	PRESS PREVIEW AT NEW SHOWROOM	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Fall collection also on Thurs., May 27 at 1:00 P.M. By reservation. Daily trade showings beginning Fri., May 27 at 10:00 A.M. and 1:00 P.M. Contact: Peter Galligan, BR. 9-7880.		
Wednesday May 26 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HORWITZ & DUBERMAN, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Horwitz & Duberman's junior fashions for Fall. By invitation. Trade showings beginning Tues., June 1 at 10:30 A.M. and daily thereafter at 10:30 A.M. and 3:00 P.M. Contact: LO. 4-7540.		
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Preview for press and resident buying offices. By invitation. Trade showings beginning Thurs., June 3 at 12:00 Noon daily. Contact: CH. 4-3488.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	THE BLOOMFIELD CO.	1407 CLUB 1407 BROADWAY
	A 1954 "Natural Resource" for juniors, misses, half-size and women's dresses--50th Anniversary collection. By invitation. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.		
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION	ROBBY LEN, INC.	1410 BROADWAY SHOWROOM - 33RD FLOOR
	Fall co-ordinates and separates designed by Ethel Novello. By invitation. Trade showings beginning Tues., June 1. Contact: Lew Kirschberg, WI.7-7818.		
Wednesday May 26 4:30 P.M.	PREVIEW OF FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Showing of Pauline Trigere's Fall collection, with daily showings beginning June 1 at 2:30 P.M. By reservation. Contact: Cecille Gordon, LO. 3-1600.		
Thursday May 27 10:00 A.M. Coffee	PREVIEW: FALL DRESS COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	By invitation. Daily trade showings, beginning Thurs., June 3 at 1:00 P.M. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Thursday May 27 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will present her Fall dress collection. By invitation. Daily showings thereafter at 2:30 P.M. Publ.: Mildred Kaldor, 347 5th, MU.9-5420.		
Thursday May 27 4:00 P.M. Cocktails	NEW DEVELOPMENT IN MACHINE EMBROIDERY	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Coats & Clark, Inc., in cooperation with sewing machine, stamped goods, and hot iron transfer pattern manufacturers, present the latest developments in machine embroidery for fashion and household use. By invitation only. Publicity: Joseph Tinkel, at Coats & Clark, PL. 3-8700.		
Thursday May 27 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	By invitation. Trade showings: 10:30 A.M.-May 28, June 1,3,8,10,15,17. Contact: Estelle Marr, PL. 5-1830. Publ.: Eleanor Lambert, MU. 8-2130.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, JUNE 1		
Star-Maid Dresses	10:30 A.M.	498 7th, PE. 6-0444
WEDNESDAY, JUNE 2		
Davidow	10:30 A.M.	550 7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th, LA. 4-2577
Kane-Weill	10:30 A.M.	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 (Thereafter 10:30 & 2:30)	550 7th, LA. 4-9724
THURSDAY, JUNE 3		
Adler & Adler, Inc.	10:30 A.M.	550 7th, BR. 9-9600
Zoltan Rosenberg	2:30 P.M. (By appointment)	550 7th, LA. 4-6691

Tuesday June 1 11:00 A.M.	PREVIEW OF NEW FALL COLLECTION	ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview showing of Andrew Arkin's Fall collection, featuring diminutives, with daily trade showings at 11:30 A.M. and 2:30 P.M. By invitation. Publicity: Viola Shefer, PL. 3-3173.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 1 12:00 Noon Luncheon	PREVIEWS OF MISSES' & JUNIOR COLLECTIONS	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FL.
	Four previews--June 1: 12:00 Noon; June 2: 8:30 A.M. & 12:00 Noon; June 3: 8:30 A.M. By invitation. Daily box luncheon for the trade, beginning Thurs., June 3 at 12:00 Noon; showing at 12:30 P.M. Contact: Lee Weber at Carolyn Schnurer, CH. 4-4587.		
Tuesday June 1 12:00 Noon Luncheon	PRESS LUNCHEON: PREVIEW FALL COLLECTION	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
	William Fox will present his Fall collection to the press at a luncheon celebrating the opening of his new firm. Showing at 1:00 P.M. By invitation only. Trade showings beginning Wed., June 2 at 1:00 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Tuesday June 1 12:00 Noon	"LOVELY TO LOOK AT FASHIONS"	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FL.
	Opening of misses coat and suit collection for Fall. Luncheon served after the showings. Contact: Dorothy Levine, CH. 4-3512.		
Tuesday June 1 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA EMPIRE ROOM
	Executives of fashion organizations meet the graduates; achievement awards presented to alumnae. By invitation. School contact: Candace Martten, TR. 9-4644. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Showing of Fall collection at 1:00 P.M. daily. Contact: CH. 4-2659.		
Beginning Tuesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
	Harmay will present their Fall collection at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 East 39th St., MU. 5-3164.		
Tuesday June 1 4:00 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE	FASHION INST.OF TECH. 225 WEST 24TH STREET
	Admission by ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM - 7TH FLOOR
	Rossino and Angela will present their Fall collection. Contact: PL.5-9135.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FL.
	Daytime, cocktail and evening fashions. Contact: PL. 8-2014.		
Beginning Tuesday June 1	OPENING OF FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FL.
	By appointment only. Contact: Louis Marianni, BR. 9-8988.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
	Doreen Original will present their Fall collection of blouses, skirts and coordinated separates, designed by Miss Doreen. Contact: WI. 7-0064.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of Vera's Fall collection of scarves, stoles and scarf accessories daily to buyers and buying offices. Publ.: Florence Brobeck, MU. 8-8197.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTION	MOLLIE STONE, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Opening of the new Mollie Stone collection of date, cocktail and evening fashions for the junior and miss. Contact: BR. 9-9564.		
Beginning Tuesday June 1	OPENING OF FALL COLLECTIONS	GLENSDER TEXTILE; GLEN MODES, INC.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
	New Glentex scarfs and neckline accessories, including special career and back-to-school collection. Also, Glen Modes Fall stoles, accessory wraps and shrugs. By appointment only. Publ.: Ann R. Silver Assoc., MU. 7-8654.		
Beginning Tuesday June 1- June 18	SHOWING OF FALL COLLECTIONS	DON LOPER OF BEVERLY HILLS	HOTEL GOTHAM
	Don Loper's coats and suits, manufactured by George Gold; dresses, by Jean Roberts; sportswear and separates, by Sidney Rice. Contact: The Ettinger Company, 509 Madison Ave., MU. 8-4842.		
Wednesday June 2 9:00 A.M. Champagne Breakfast	PREVIEW OF FALL FASHIONS IN LEATHER	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN
	Preview dramatizing the new pastel look in Autumn leathers in Fall suits, coats and evening wear. Showing at 9:30 A.M. Designer Samuel Robert will be present. By invitation. Publicity: Vera Cerutti, LO. 4-6587.		
Wednesday June 2 9:00 A.M.- 11:30 A.M.	FALL FABRICS FOR HOME DECORATING	WAVERLY FABRICS	60 WEST 40TH STREET SHOWROOM - 10TH FLOOR
	Waverly's fabrics for Fall in home decorating. Hostess - Martha Beha, Waverly stylist. By invitation. Publ.: Philip Schuyler, MU. 3-7950.		
Wednesday June 2 9:30 A.M.- 11:30 A.M. Breakfast	PRESS PREVIEW: COSTUME JEWELRY FOR FALL	HELLER DELTAH CO., INC. (411 FIFTH AVENUE)	HOTEL PLAZA CRYSTAL ROOM
	Fall, 1954 jewelry collection of La Tausca creations and Majeska originals. By invitation only. Publicity: Lillian Libman at Constance Hope, 200 W. 57th St., PL. 7-0515.		
Wednesday June 2 9:30 A.M.; 2:30 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST COLLEGE ISSUE	MADEMOISELLE MAGAZINE	HOTEL BILTMORE BALLROOM
	Preview of back-to-school fashions. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.		
Beginning Wednesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Varden Petite will present their Fall collection at 10:30 A.M. and 2:30 P.M. Contact: Elsie Brandt, PE. 6-5460.		
Wednesday June 2 11:00 A.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Beginning Tuesday, June 8, at 11:00 A.M. only, trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday June 2 11:00 A.M.	OPENING OF FALL COLLECTIONS	ARKAY; MARGOT; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOM - 19 & 20
	Madeleine Fauth of Arkay Junior Frocks at 11:00 A.M. and daily thereafter at 10:00 A.M. and 2:00 P.M.; Anne Fogarty of Margot Dresses at 2:00 P.M. and daily thereafter at 11:00 A.M. and 3:00 P.M.; Rappi of Junior Formals at 4:00 P.M. and daily thereafter at 11:00 A.M. and 4:00 P.M. Contact: William Durland, LO. 5-2626.		
Beginning Wednesday June 2 11:30 A.M.	OPENING OF FALL COLLECTION	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FL.
	Lee Claire presents their first Fall collection of cocktail and evening fashions, designed by Mr.Raymond. Contact: Laurel Cutler at C.J. Herrick, 132 W. 43rd St., TR. 9-6310.		
Beginning Wednesday June 2 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showing of Fall and Winter collection of coats and suits by Willi at 11:45 A.M. daily. By appointment. Contact: LO. 4-9595.		
Wednesday June 2 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW	KLEINERT'S (485 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM
	"Mama Knows Best"--Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publ: Virginia MacAuley at Kleinert's,MU.2-8891.		
Wednesday June 2 12:30 P.M. Luncheon	PRESS PREVIEW: SHOE FASHIONS IN CALF LEATHER	CALF LEATHER DIVISION-TANNERS' COUNCIL	SAVOY PLAZA HOTEL CRYSTAL ROOM
	"Calf Leather Roundup" of tropical and year-round shoe fashions in Sky-Weight Calfskins. By invitation. Publicity: Ruth Kerr Fries, MU. 5-3444.		
Wednesday June 2 1:15 P.M.	PRESS PREVIEW OF FALL COLLECTION	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
	Dresses and coordinated sportswear, designed by Donald Brooks. Attendance by invitation. Trade showings daily thereafter at 1:15 P.M. Contact: Eleanor Schrader, LO. 5-7720.		
Beginning Wednesday June 2 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Showings of Ceil Chapman's Fall collection at 2:30 P.M. daily. (Note Change of Date). Publicity: Alto Schifrine, LA. 4-5800.		
Wednesday June 2 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	Preview of David Crystal's Fall dress collection, with showings daily thereafter at 10:30 & 2:30. Publ: Terry Mayer at David Crystal,BR.9-6560.		
Beginning Wednesday June 2 2:30 P.M.	OPENING OF SUMMER COLLECTION	CLAIRE McCARDELL	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.		
Wednesday June 2 3:30 P.M. Champagne	PREVIEW OF FALL & WINTER FUR COLLECTION	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
	Joseph Bernham will present Fall and Winter fur collection to the press. By invitation. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 2 4:15 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Plattry Country Wear will present their Fall collection of sportswear and separates, designed by Greta Plattry at a preview for press and buyers. By invitation. Continuous daily showings thereafter, 498 Seventh Ave., 4th Floor, showroom. Publ.: Margaret Hodge, BR. 9-4824 or PE. 6-8680.		
Thursday June 3 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC AND EXHIBIT	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	Luncheon speaker: Harriet Wilinsky, Promotion Manager, Filene's of Boston. Director of Clinic: Mrs. Beryl Tucker, Fashion Editor of "Parents' Magazine". By reservation only. Contact: Monroe E. Michels, MU. 5-4400.		
Thursday June 3 11:00 A.M.	PREVIEW OF FIRST WHOLESALE COLLECTION	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Premiere wholesale fur collection by Revillon at a preview for press and buyers. By invitation only. Contact: Bill Paige, PL. 9-5504.		
Thursday June 3 11:30 A.M.	PREVIEW OF FALL SPORTSWEAR & COTTONS	J. R. McMULLEN CO.	475 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Fall collection designed by Claire Smith. By invitation. Daily thereafter at 2:30 P.M. Contact: Jane Ernst at McMullen, MU. 3-9560.		
Beginning Thursday June 3 11:30 A.M.	OPENING OF FALL DRESS COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Countess Alexander will present her Fall collection of afternoon dresses, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.		
Thursday June 3 12:00 Noon Luncheon	PREVIEW OF FALL COUTURE COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum's day, afternoon and cocktail fashions, in addition to a special group for suburban wear. By invitation. Contact: CI. 7-3060.		
Thursday June 3 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Sportsmaker's press preview of Brigance's Fall collection of blouses, separates and dresses. By invitation. Trade showings at 2:30 P.M. beginning Mon., June 7. Contact: Julie Isles at Sportsmaker, LO. 3-1534.		
Thursday June 3 2:30 P.M.	OPENING OF FALL COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Clare Potter will present her Fall collection, with daily showings for two weeks thereafter at 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.		
Beginning Thursday June 3 2:30 P.M.	OPENING OF FALL SUIT COLLECTION	BRIARBROOK	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Showing of Fall suit collection for the petite 5'5" and under figure. Continuous showings thereafter. Contact: Isabelle Crawford, BR. 9-7700.		
Thursday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION BY KASPER	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview of Fall dresses, suits and cocktail fashions designed by Kasper for Arnold & Fox. By invitation. Contact: CH. 4-3914.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 3 4:00 P.M. Cocktails	PRESS PREVIW: FALL CASUAL DRESS COLLECTION	DAN KELLER CO. INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
	For press and buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, BR. 9-4824 or LO. 5-5280.		
Thursday June 3 4:30 P.M. Cocktails	PRESS PREVIEW OF FUR COLLECTION	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM
	Preview of Christian Dior's new fur collection for the press. Trade showings Monday, June 7, 10:30 A.M. and 2:30 P.M. By invitation only. Contact: LO. 4-4980.		
Friday June 4 9:00 A.M. Breakfast	PRESS PREVIEW: FALL BRANELL COLLECTION	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
	Press breakfast presenting Branell's Fall collection. By invitation. Daily trade showings at 2:30 P.M. beginning Tuesday, June 1. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Friday June 4 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	Presentation of B. H. Wragge's collection for Fall. By invitation. Publicity: Marian Mitchell at B. H. Wragge, WI. 7-4968.		
Friday June 4 2:30 P.M.	PRESS PREVIEW: SOPHIE ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Ready-to-wear Sophie Originals for Fall and Winter, designed by Sophie, in association with Stephen Erklin. By invitation only. Sophie Originals Publicity: Grace de Mun, PL. 3-4000, Ext. 7064; or RE. 7-4206.		
Friday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	"Separables," cocktail and evening fashions. Daily showings at 4:00 P.M. for 2 weeks thereafter. Contact: Agatha Phillips, PE. 6-2663.		
Beginning Monday June 7 10:30 A.M.	OPENING OF FALL COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Fall collection of coats and suits, featuring many exclusive fabric imports at 10:30 and 2:00 daily. Contact: Laurel Cutler at C.J. Herrick, 132 W. 43rd St., TR. 9-6310.		
Monday June 7 11:00 A.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	"Collonade Collection"--Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection. By invitation. Daily trade showings, beginning June 8 at 10:00 A.M. By appointment. Contact: CH. 4-8686.		
Monday June 7 1:00 P.M. Luncheon	FALL COLLECTION BY MILDRED ORRICK	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview of Fall collection designed by Mildred Orrick, with continuous daily showings thereafter. Contact: LO. 4-7940.		
Beginning Tuesday June 8 11:00 A.M.; 2:30 P.M.	OPENING OF FALL DRESS COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Opening of Fall dress collection for the petite 5'5" and under, with daily showings at 11:00 A.M. and 2:30 P.M. Contact: Mrs. Isabelle Crawford, at Leslie Fay, BR. 9-7700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 8 12:30 P.M. Luncheon	PRESS PREVIEW: FALL - WINTER FUR COLLECTION	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PIERRE COTILLION ROOM
	Ritter Brothers will present their Fall and Winter fur fashions to the press. By invitation only. Publ.: Eleanor Lambert, 785 Fifth, MU. 8-2130.		
Tuesday June 8 2:00 P.M.	FALL COAT AND SUIT COLLECTION	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Bellciano & Bellciette coats & suits at 2:00 P.M. daily. Contact: LA.4-2036.		
Tuesday June 8 3:00 P.M.	SINGER COCKTAIL PARTY FOR PRESS	SINGER SEWING MACHINE CO.	SAVOY PLAZA HOTEL GOLD & CRYSTAL ROOM
	By invitation only. Publ.: Anne Cunningham, Young & Rubicam, MU. 9-5000.		
Tuesday June 8 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	WHOLESALE - 9TH FLOOR
	Russeks will present their Fall 1954 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.		
Tuesday June 8 4:30 P.M. Cocktails	YOUNG VIEWPOINT FALL FASHIONS	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
	"Once-Around-The-Clock" -- Young Viewpoint's Fall fashions for the woman 5'5" and under. Showing at 5:00 P.M. Commentator: Maggi McNellis. By invitation only. Contact: George Stupakis, CH. 4-4131.		
Beginning Tuesday June 8	FALL SEPARATES AND COORDINATES	CASINO CLASSICS	134 WEST 37TH STREET SHOWROOM - 5TH FLOOR
	Continuous daily showings of Fall separates and coordinates, designed by Kenn Barr and Sylvia de Gay. Contact: CH. 4-0823.		
Beginning Tuesday June 8	COCKTAIL & FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Junior and miss Fall collection, designed by Ted Shore. Contact: WI.7-7326.		
Wednesday June 9 2:30 P.M.	PREVIEW: FALL AND WINTER FUR COLLECTION	BEN KAHN FURS	150 WEST 30TH STREET SALON
	Preview for the press of Ben Kahn's Fall and Winter fur collection. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Thursday June 10 9:30 A.M. Breakfast	PREVIEW: LEATHER FASHIONS BY BONNIE CASHIN	PHILIP SILLS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
	By invitation. Trade showings daily thereafter at 9:30 A.M. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Tuesday June 15 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
	"Partners in Profit"--Warner Brothers will present foundation fashions at their 80th Anniversary Show, followed by luncheon. Admission by ticket only. Publ.: Marion Sherwood, 200 Madison Ave., MU. 3-1194.		

LAST MINUTE ANNOUNCEMENT--OUT-OF-DATE ORDER

Tuesday May 25 11:00 A.M.	ROUND-TABLE FALL JEWELRY STORY	KRAMER JEWELRY CO.	393 FIFTH AVENUE SHOWROOM - 2ND FLOOR
	Private presentation for magazine editors. Newspapers and syndicates, Thurs., at 11:00 A.M. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7872.		